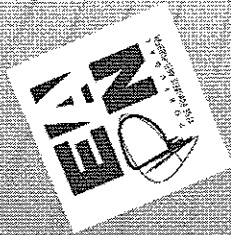
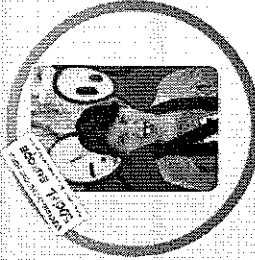
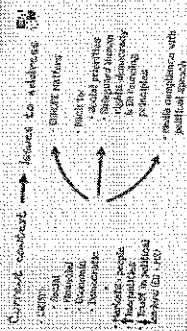


EAPN's 2013-2014 European Elections Campaign



ELECTING CHAMPIONS FOR A
SOCIAL EUROPE
 FREE OF POVERTY, SOCIAL EXCLUSION AND INEQUALITIES

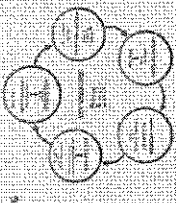
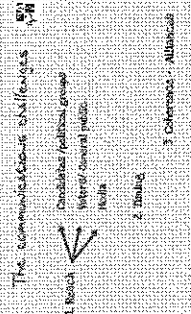
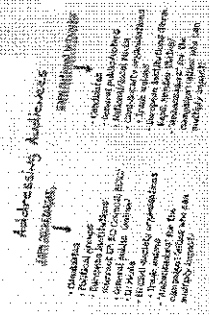
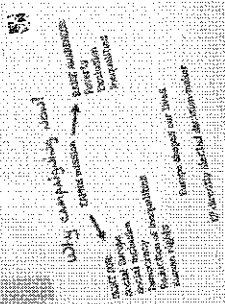


Communication Channels & Tools

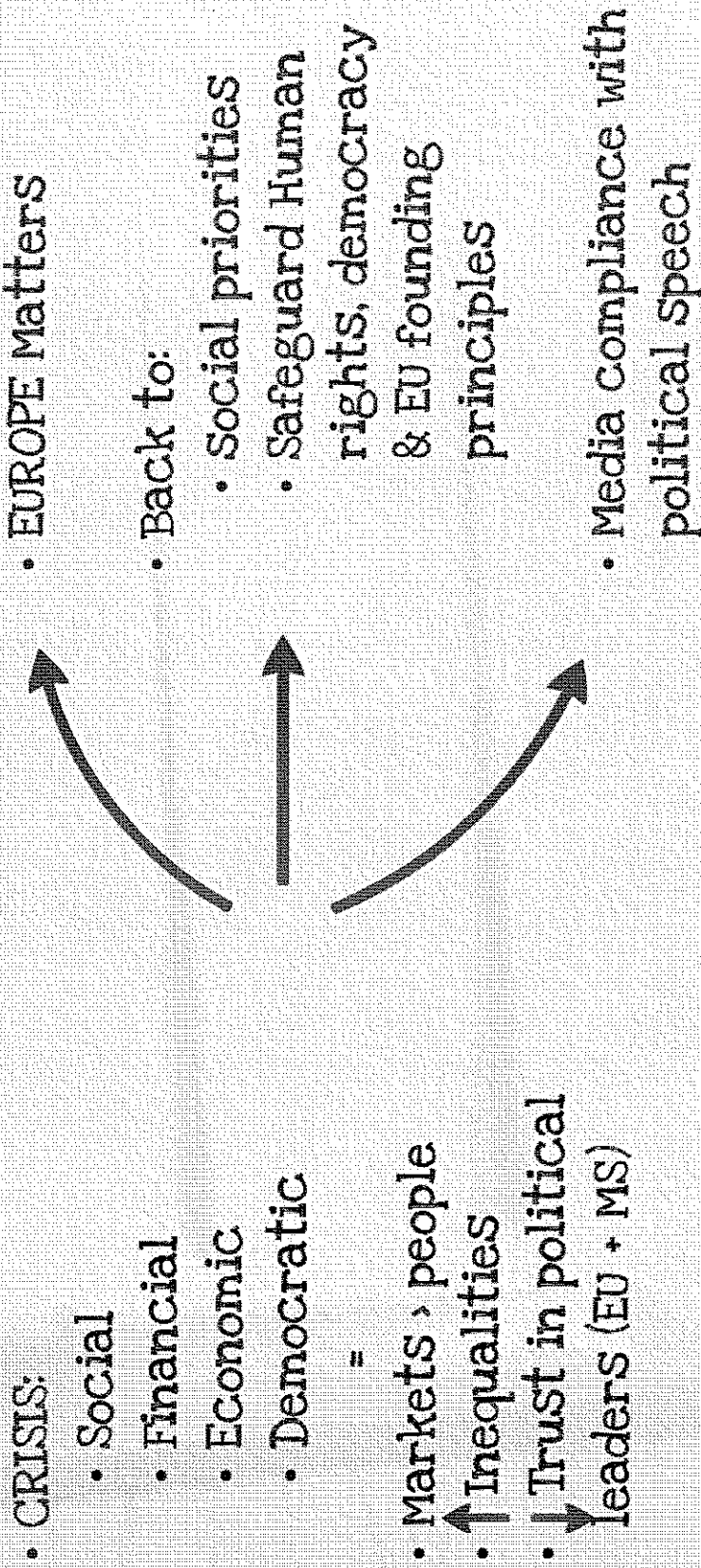
Limiting the number of participants in the campaign is a key strategy to ensure that the message is clear and consistent. This can be achieved by focusing on a few key channels and tools that are most effective for reaching the target audience.

Participatory budgeting

Participatory budgeting is a process by which citizens are given a direct say in the allocation of a portion of a government's budget. This can be a powerful tool for addressing social inequality and promoting social progress.



Current context → Issues to Address



Why campaigning now?

EAPN'S mission

FIGHT FOR:

Social Europe
Social inclusion
Democracy
Reduction of inequalities
Human rights

RAISE AWARENESS:

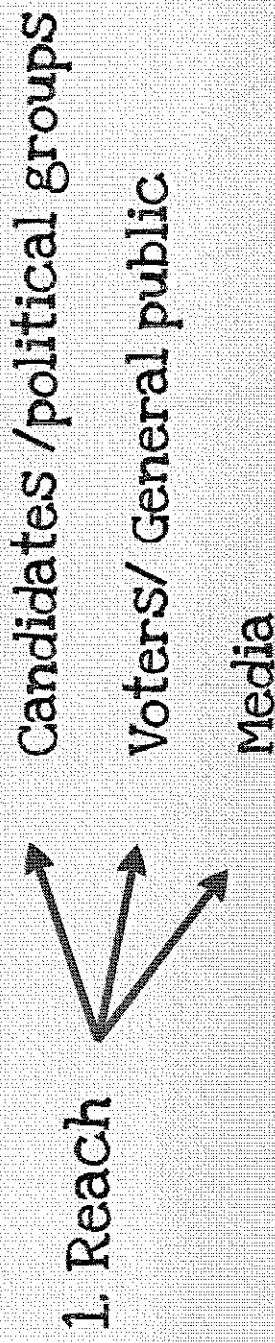
Poverty
Exclusion
Inequalities

Europe shapes our lives

EP directly elected decision-maker



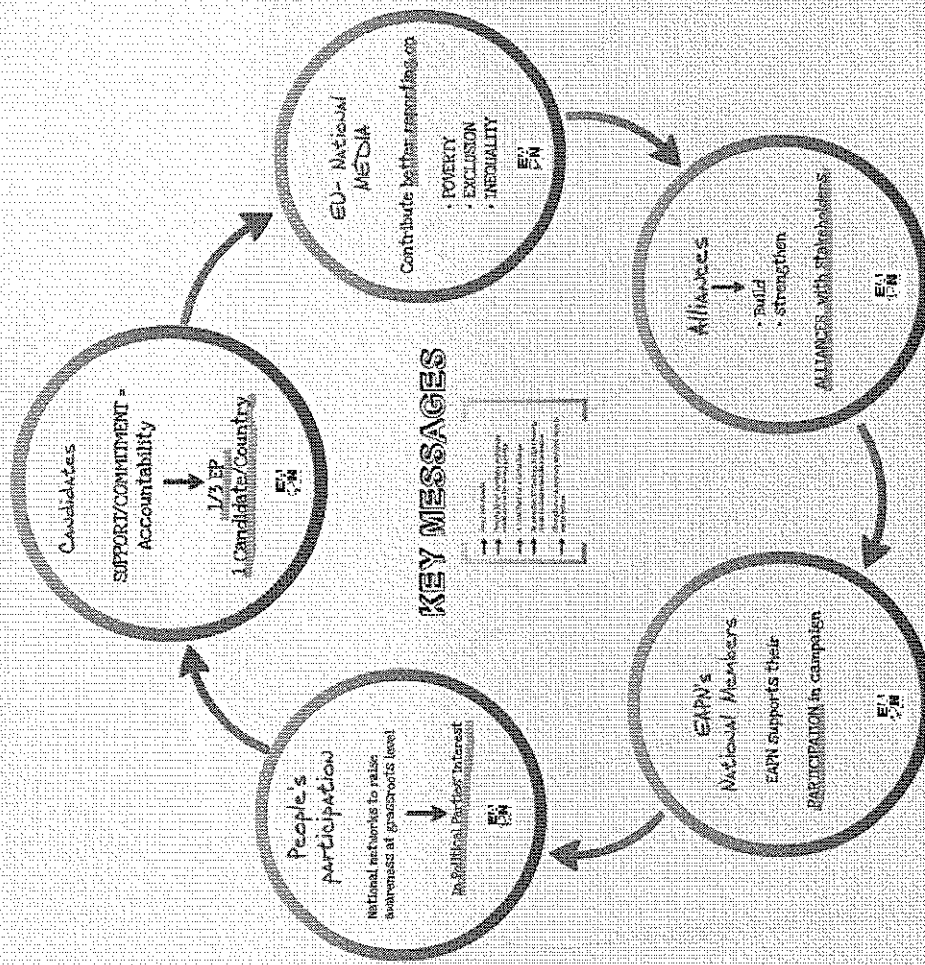
The communications challenges



2. Timing

3. Coherence + Alliances

Campaign's Goals & Messages



Candidates

SUPPORT/COMMITMENT =
Accountability



1/3 EP

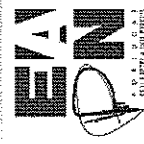
1 Candidate/Country



EU- NATIONAL MEDIA

Contribute better reporting on

- POVERTY
- EXCLUSION
- INEQUALITY



Alliances



- Build
- strengthen

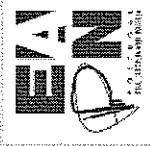
ALLIANCES with Stakeholders



EAPN's
National Members

EAPN supports their

PARTICIPATION in campaign



People's PARTICIPATION

National networks to raise
awareness at grassroots level



In Political Parties' Interest



KEY MESSAGES

↑ Every Vote Counts

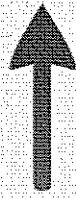
↑ Poverty is not inevitable and can be eradicated in the EU and globally

↑ A Social Pact for a Social Europe

↑ An effective EU Strategy to fight Poverty, Social Exclusion and discrimination

↑ Strengthened democracy and civil society participation

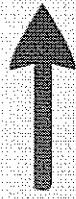
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Poverty is not inevitable and can be eradicated in the EU and globally



A Social Pact for a Social Europe



An effective EU Strategy to fight Poverty,
Social Exclusion and discrimination



Strengthened democracy and civil society
participation



Addressing Audiences



EAPN SECRETARIAT



- Candidates
- Political groups
- European institutions (Current EP; EC; Council; EESC)
- General public (online)
- EU Media
- EU Civil-Society organisations
 - + Trade unions
- "Ambassadors" for the campaign? (allies who can multiply impact)

EAPN National Networks



- Candidates
- General public/voters
- National/local Media
- Civil-Society organisations
 - + Trade unions
- European institutions (Perm. Reps, Member States)
 - "Ambassadors" for the campaign? (allies who can multiply impact)

Communication Channels & Tools



MEDIA TOOL

- Campaign Blog (EAPN members + allies)
- EAPN manifesto + pledge signed by candidates and groups
- Page on EAPN's website // on EAPN members' websites
- Social media
- EAPN Facebook page EU level + national members' FB pages

Common Support material

- Manifesto + pledge + postcard = for candidates
- blog content / information on EU elections, the candidates, poverty/inequalities
- Flash newsletter - Specific item on campaign
- Special EAPN Mag on the Elections
- Logo, visual identity of the campaign
- Templates
- Email signature with main message + campaign's blog link
- Page on members' room with all documents

Events - EU level

- Campaign launch: common press release adapted for national levels and EU level (date to set)
- Face-to-face with candidates and groups
- EP hearing for new MEPs to present EAPN + allies
- 9th May 2014 Europe Day: Simultaneous activities in all countries (NOTE: Schuman Declaration anniversary)

Media relations

- Press releases
- Press kit



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-release

level (date)

groups



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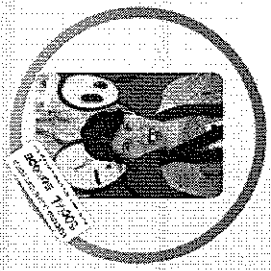
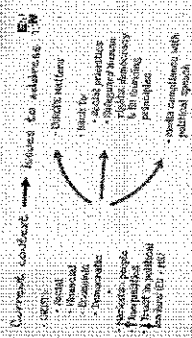
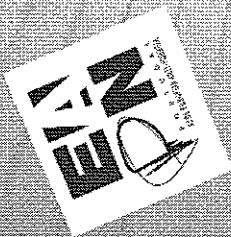
members' room with all de

Media relations

- Press releases
- Press kit

EAPN's 2013-2014 European Elections Campaign

ELECTING CHAMPIONS FOR A
SOCIAL EUROPE
 FREE OF POVERTY, SOCIAL EXCLUSION AND INEQUALITIES



Communication Channels & Tools

• Social media (Facebook, Twitter, YouTube, LinkedIn, etc.)

• Direct mail (postcards, leaflets, etc.)

• Public events (meetings, rallies, etc.)

• Radio and TV (interviews, news reports, etc.)

• Press releases and articles

• Websites and blogs

• Email newsletters

• Mobile apps

• Community radio

• Local newspapers

• Public relations firms

• Political parties and candidates

• Trade unions

• NGOs and social movements

• Religious organizations

• Academic institutions

• Think tanks

• Public intellectuals

• Artists and cultural figures

• Sports figures

• Celebrities

• Influencers

• Bloggers

• Podcasters

• Vloggers

• YouTube channels

• Instagram accounts

• Twitter profiles

• Facebook pages

• LinkedIn profiles

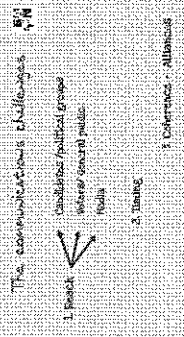
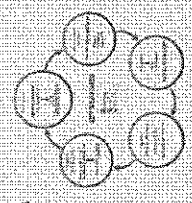
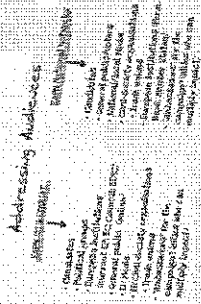
• YouTube channels

• Instagram accounts

• Twitter profiles

• Facebook pages

• LinkedIn profiles





Social Europe
ELECTING CHAMPIONS FOR A
FREE OF POVERTY, SOCIAL EXCLUSION AND INEQUALITIES



IT'S TIME TO LISTEN AND ACT!

Everyone is not equal and can be excluded in the EU and globally

ARE YOU A CANDIDATE TO THE 2014 EUROPEAN ELECTIONS?

DO YOU WANT TO MAKE A DIFFERENCE FOR A SOCIAL EUROPE?

COMMIT YOURSELF!

"If elected, I commit myself to make the fight against poverty, social exclusion and inequality a priority item on the Parliament and EU agenda by defending the development of an explicit European anti-poverty strategy and of an annual hearing of people experiencing poverty to monitor its implementation and progress."



ELECTING CHAMPIONS FOR A SOCIAL EUROPE

THE 10 MEMBERS, 2014, EXCLUSION AND INEQUALITY

WE WANT

A Social Pact for a Social Europe

- ✓ An effective EU Strategy to fight poverty, social exclusion, inequalities and discrimination
- ✓ Strengthened democracy and civil-society participation

An annual Hearing with Peoples experiencing poverty in the European Parliament

COMMIT YOURSELF!

Name:

Electoral district:

Name of political party (if any):

Home of the European political party to which your party is affiliated:

ALL 2014 EUROPEAN ELECTIONS CANDIDATES COMMITMENT WILL BE MADE VISIBLE

To know more: team@eapn.eu - www.eapn.eu

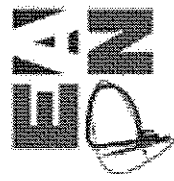
Elected Champions for a Social Europe is a pan-European campaign carried out by the European Anti-Poverty Network (EAPN) and its members (29 national networks and 48 European organisations) representing hundreds of organisations on the ground working with thousands of European citizens as well as other partners supporting a social Europe.

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EUROPEAN ANTI-POVERTY NETWORK

ELECTING CHAMPIONS FOR

SOCIAL EUROPE

FIGHT AGAINST POVERTY, SOCIAL EXCLUSION AND INEQUALITY



IT'S TIME TO LISTEN AND ACT!

Poverty is not inevitable and can be eradicated in the EU and globally



EUROPEAN ANTI-POVERTY NETWORK

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